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AUG 13 2004

PATENT APPLICATION
Docket No. 14531.82.2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Dean J. Blackketter et al.

Serial No. 09/345,223

Filed: June 30, 1999

Conf. No. 9972

For: METHODS AND APPARATUS FOR BROADCASTING
INTERACTIVE ADVERTISING USING REMOTE
ADVERTISING TEMPLATES

Examiner: Rueben M. Brown

Customer No. 022913

AMENDMENT "C"

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of June 3, 2004 (paper no. 18), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.

08/16/2004 EFLORES 00000094 09345223

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